

08/04/97 10:39

910 741 4606

RJR-SALES EXEC. --- 1600 BUFFALO

001/002

2 pgs

FAX COVER PAGE

Date: Tue Jul 22, 1997 8:50 am EDT

To: RJR

Destination Fax: 216-779-1889

From: Brannen, Robin, RL/BP America

Subject: FW: FDA regulation update

Number of pages excluding cover page: 1.0

Number of delivery attempts: 8

Have W - 2 pgs
1 of 2
Please call me
or fax or write
about it Monday
[Signature]

JVM
APP's
RSM's

Very good letter
sent by one of
our people
about

Forster's
Dune

COPY
KAM's
Am's
Dm's

FYE
Bill

This facsimile message was electronically transmitted by MCI Mail

51861 5628

910 741 4606: # 1 / 2

JM PISCITELLI-

: 13:35 : 7-23-97 :

SENT BY: RJR/FORSYTH



BP AMERICA

BP America Inc
200 Public Square
Cleveland, Ohio 44114-2376
(216) 422-6141

Jim Piscitelli - For your files

Robin

From: Brannen, Robin, RL
To: Aquilina, Michael, MM
Cc: Heinen, Nancy, NA; Covelli, Greg, GJ; Kovach, Charles, CS; Kole, Jeffray, JF;
Alvarez, Fred, FA; Bowen, Elizabeth, EA; Ward, Heather, HM; Abitz, Dorek, D;
Carr, David, DA; Klocko, Doug, D; Newbould, Thomas, TS; Sullivan, Kelly, K;
Tegenkamp, Tom, T
Subject: FDA regulation update
Date: Monday, July 14, 1997 1:28PM

Mike - Please e-mail all sites with the following:

To all BP Sites:

Please read the attached notice to clarify confusion associated with the changing regulatory environment associated with selling tobacco products.

Until further notice, all cigarette promotions, displays and advertising is business as usual until Congress votes and the President signs the tobacco settlement agreement. After which (assuming Congress does not change), retailers will have 5 months to change retail signage and 9 months to be in compliance with displays, promotions, etc. According to expert opinion (NOT OFFICIAL), expected changes will not take place until end of 1998. The changes will be announced when details are finalized.

URGENT REQUEST: Conflicting information has been sent directly to sites from FDA and various state authorities (especially in PA). These documents should not be acted upon without corporate instructions. Please immediately send a copy to your merchandiser for corporate review.

NOTE: 75% of all printed material is inaccurate causing confusion.

51861 5629